GREAT FIELD OPEN FOR MOTOR TRAFFIC

Government Co-Operation Will Be Feature of This Phase of Trade Development.

HAPHAZARD PERIOD OVER

government co-operation, by Henry F. in Motor Life, touches with splendid understanding on the nation's needs in national highways and what

"One of the most plausible postulates of leechcraft is that man is as old as his arteries. Not to be disproved is the corollary that, with an occasional new set of blood tubes, his juven becence would be perpetual. Nor does that school of medicine which prescribes a little red pill for the right tonsil and a yellow one for the left take issue with so specious a guest the scientists, God bless 'em, will remain inarticulate on this opinsonable matter until they have read the error out of arteriosclerosis.

"Something of this same sort of atrophy has attracted our commercial arteries of steel, as the recent war capacity test of shipping has elucidated
to the most case-hardened stock jobber.
While the Esculapians of rate regulation were debating whether to administer a red pill or a vellow, the patient ister a red pill or a yellow, the patient passed into a state of coma from which nothing short of a superhuman effort on the part of a specialist could arouse

Will Prove Staggering Contract.

"A big man has been drafted for the will find it quite the most staggering contract he has ever undertaken, compared to which the joining of Manhattan to Jersey was a child's play.

"But the dictum of the doctors may not be so impracticable if we apply it to these commercial arteries. Here is the remedy: Rejuvenate trade by bringing new channels of business life into play! We have a vast system of state highways in various stages of completion, parts of which have already been selected for government experimentation. Let an army of motor trucks rush to the aid of the overworked railroads and the sick business of the country will soon be on the road to a complete recovery.

'Now methods must be devised to meet extraordinary conditions, and when the war has been won we will find that fields have opened to us requiring our best energy and accumulated experience. Never will we be content to go back to the antiquated and unworkable systems of yesteryear. to which the joining of Man-

Need Uniform Regulations.

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"The field for motor traffic is wide; the need for the immediate development of trade lanes is urgent. The drift lines of commerce must know no sectional lines; must meet with no obstruction from the conflicting laws of states, counties or townships. In short, the principal highways must be federalized for war and continue so for peaceful prosperity. Uniform regulations for motor trucks and passenger cars must be enacted that will give the greatest impetus to travel, with due regard to the rights of individuals and the preservation of the highways and bridges. Hardly two states in the Union today have the same rules as to loads, tires, speeds and registration. In the recent trial run from Detroit to Baltimore it was found that but one state had a law requiring roads to be cleared of snow, and that the major, ity of the county superintendents had never heard of it.

"At last the machinery of the government is in motion, not to be easily stopped, even upon the cessation of hostilities. Several routes from the great lakes to the seaboard have been mapped out and truck caravans have passed over them on trial trips. It has not been the policy of the government to publish exact information of the various routes chosen or just how many and how often the truck trains will pass over them. The first route was laid out from Detroit to Baltimore by way of Pittsburgh and Hagerstown; the second from Buffalo to New York

of Pittsburgh and Hagerstown

Survey of Improved Roads.

expense of construction, cost of operation and direction.

"The physical difficulties in the way of building the road system which will stand up under heavy traffic of a practically continuous train of heavily loaded trucks need not be dilated upon here. It will suffice to say that highways will receive in the future a more thorough engineering oversight, from the laying out of the route to the putting on of the top dressing. Before any of this can be done under our present system of graftridden and inefficient nublic work it will

To Feature Engineering.

"It is not too much to hope that the near future will see engineering strongly featured in every high school in the land, going hand in hand with that need of military training so beneficial to the man of peaceful pursuits and so vital in time of war.

of military training so beneficial to the man of peaceful pursuits and so vital in time of war.

"We are told that during the year just closed over 1,000,000,000 tons of freight was hauled by motor truck a t an average cost of 18 cents per ton mile. This does not include over 1,000,000,000 passengers carried by automobile an average distance of fifty miles. Quite a tidy beginning for such an infant branch of commerce, but as yet only a scratching of the surface. This traffic can be multiplied many times and be made to include practically all short hauls. The doing away with hauling to railway terminals at each end makes the short haul by motor truck cheaper and quicker than by rail."

TAKES IN ALL ACTIVITY

"One needs only to watch the increas ing number of motor cars on our bustness streets and residential thoroughfares, as well as in the suburban dis tricts, to appreciate the important part the automobile is playing in the whole scheme of our business and social life," said W. L. Hummer. local distributes of the Lexington car. "It is always some time before the full utility of an important innovation is realized. For some years after its invention the telephone was regarded as more or less of an interesting luxury. The part which it was destined to play in the conduct of business was not grasped at first.

of business was not grasped at first. No one had visions of a gigantic network of telephone wires covering the entire country, or of the day when business men would think nothing of talking over the 'phone from points a thousand miles apart.

"The uses of the incandescent lamp have been broadened and multiplied in ways that even Edison probably never dreamed of. How could the world get along today without it? The telegraph has been made to serve the needs of business much more completely and efficiently than it did twenty-five years ago.

efficiently than it did twenty-five years ago.

"Every one of these inventions, so important in their relation to business and their influences upon it, has been developed to such a surprising degree of efficiency for just one reason—because it saves time for the individual—enables him to accomplish more in a day. And that is just why the automobile is of such vital importance in the world today.

"The automobile has greatly increased the efficiency of all classes of business men by conserving their time and thereby enabling them to accomplish more in a day. It has brought a man's business headquarters nearer to his home, enabling him to make productive many hours formerly lost in getting from one place to another. It has freed the owner from dependence upon

freed the owner from dependence

freed the owner from dependence upon uncertain transportation methods; it brings him to the office, factory, or store, not only in less time, but also in better condition; thus increasing his efficiency, which every one realizes is a patriotic thing to do right now.

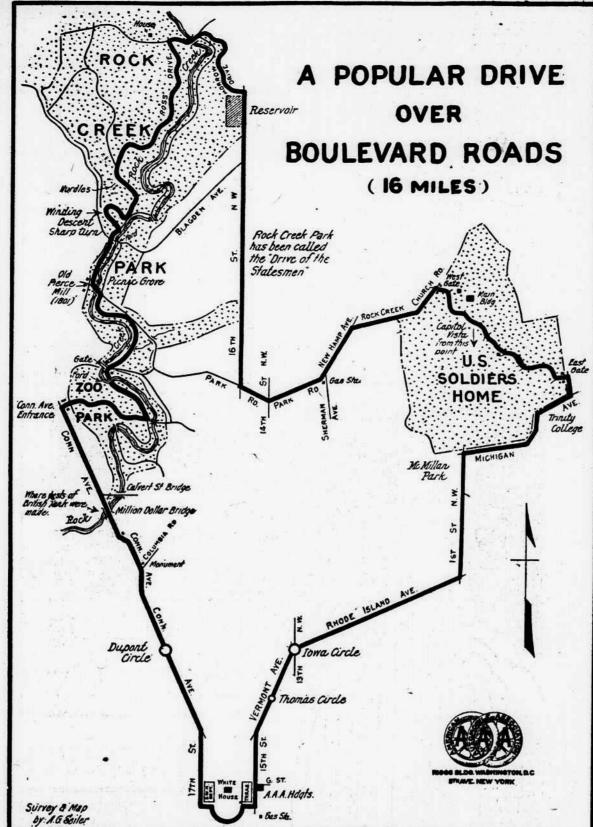
"After new and important ways of getting greater efficiency out of some existing device or machine have been developed gradually it is hard to inderstand why they were not thought of before. It will be so with the automobile. It will be come of still greater importance in the daily activities of the world. Indispensable as it is today, its uses in saving time, multiplying efficiency and increasing production will be immeasurably broadened until even the far-sighted business man will wonder that its full utility was not sooner realized.

TRADE NOTES.

On Friday the test fleet of the Miller Tire Company, which left Akron, Ohio in the middle of January, arrived in Survey of Improved Roads.

"While herculean efforts are being made to keep these roads in repair, other lines are being mapped out, and within a year a co-ordinated system of trunk lines for the carrying of freight best adapted to motor trucking will be completely planned. Meantime, the department of public roads is making a belated survey of all the improved roads in the country, with particular data on the strength of bridges and culverts, width of roadway and condition thereof. This information, with completed geological survey, will be invaluable in determining the most feasible routes, from the standpoint of Washington after traveling a distance





A BEAUTIFUL 16-MILE AUTOMOBILE DRIVE AROUND WASHINGTON. THE ROUTE WAS GONE OVER ON FRIDAY BY A. G. SEILER, TOURING MANAGER OF THE AMERICAN AUTOMOBILE ASSOCIATION.

M. J. Collins. This new company will handle a general line of tires along with auto accessories and supplies.

E. H. Johansen of the United States Rubber, Company, C. W. Semmes and Wilder DeNeane of the Semmes Motor Company and George Weaver of the Cook & Stodder Company are four menonected with the automobile business of the city who did their share toward selling liberty honds since the bullding at 1410 lith street porthweit in the city on Thursday with a fleet of Bulcks when the turned around and went right back again to oversee another convoy to be chipped from Flint, Mich., as soon as the arrives there.

I. B. Jones, Dreadnaught tire representative, has entirely remodeled the bullding at 1410 lith street porthweit it?

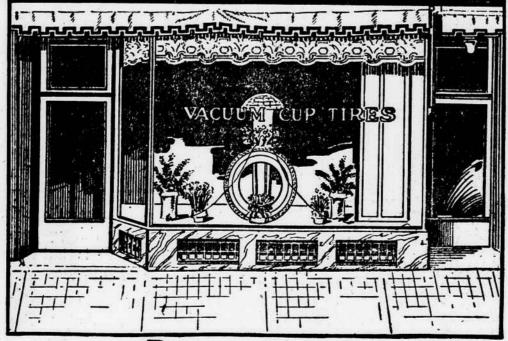
adding an extension to the rear.

Gill—Oh, yes. My new wife seemed rather anxious to get home and try her cooking on me.

605 Thirteenth St., N. W., the New Washington Branch of the Pennsylvania

Rubber Co.





Pennsylvania **VACUUM CUP**

- a full stock of all sizes — as well as Pennsylvania Bar Circle Tires, Auto Tubes "Ton Tested," and all other Pennsylvania highest quality products, is constantly maintained.

Our customers in the territory served by us will be given the utmost in prompt and efficient service. Free air to all car owners is available and local or distant orders are filled and shipped promptly.

Pennsylvania Rubber Co. 605 Thirteenth Street N.W.

Chew-Goucher Co. 1620 Fourteenth St. N.W.

ON GETTING AUTOS AND TRUCKS OUT OF MUD HOLES IN BAD ROADS

Where dealers are located in com-|win L. Purkess in Popular Mechanics nunities surrounded with bad roads it tricks in getting cars and heavily loaded trucks out of ruts and mud holes. Their timely suggestions to a driver in trouble may gain many favorable words for the dealer.

With only the dute fact a variable, was the forced to devise some means of getting his machine under way. Two saplings were set across slabs of wood, laid on either side of the truck wheel. Then the tailboard chain was rigged

A valuable suggestion offered at a between the saplings just inside of time when such a suggestion offered at a the wheel.

'A tourniquet of rope was made of the rain.'

True. But it helps considerable with a small stick and fastened to the wheel, and as the catastrophe just remember the following bit of advice offered by Ed-

"A heavy auto truck became mired in a deep rut on a country road, and the driver, without assistance and with only the auto jack available, was

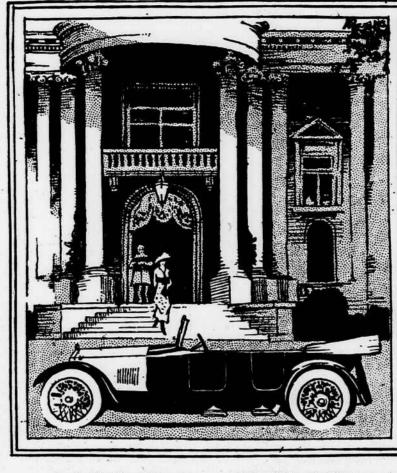
to bring the saplings close against the wheel. By this means the wasel was gradually lifted out of the rut and extra alabs placed under it, so that the truck was then easily driven to solid ground."

It is the advice which saves an ewarer time and expense which counts in making a favorable impression. His feeling toward his dealer is bound to help or hinder that dealer's sales.

Capitalizing Stupid Looks.

He draws a salary of \$10,000 a year. Think of it! And he doesn't look as





An Individual Equipage and Its Miracle Motor

In appearance the ROAMER is quite apart from that of any other American car. It is a thoroughly individual, personal car for the motorist who refuses to content himself with mediocrity. For that reason each ROAMER is produced particularly for the purchaser.

Without additional cost, the color finish of the body is optional with you, and upholstery and top may be selected in accord.

Ask for a demonstration this week.

Roamer Sales Company

1212 Conn. Ave. Phone Franklin 4585

Get Your Hudson Super-Six Now

Delay May Make It **Impossible**

Hudson production is not keeping pace with Hudson demand.

It is quite probable that those who buy now will soon be offered premiums for their cars by those who will then want Super-Sixes. Present conditions indicate as much.

Motor cars are now required for more and more needs. Restricted railway facilities make their use more imperative than ever.

The production of cars is diminishing.

Good cars are in great demand.

Prices on some have already been advanced for the second time within the past six months.

Reduced production is responsible.

Cars which have proved their reliability are in first demand. Their supply will be the first to give out.

For two and a half years the Super-Six has led all other fine cars in the volume of sales.

More than 50,000 users know its reliability.

There is no doubt about the Super-Six except how long you will be able to get one.

> Prompt delivery can now be made of several of the ten different body types.



Semmes Motor Company 1132-1134 Connecticut Avenue